

# Eugene WONG



## Senior Lecturer & Consultant, Digital Innovation & Design Practice

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### Profile

Eugene has a strong background in driving digital innovation initiatives across diverse industries. They include logistics, banking, healthcare, education, defence, to media. He employs a mix of human-centered design and lean methodologies to achieve business viable and technologically feasible solutions that solve the right customer problems.

Before joining NUS-ISS, Eugene led a team of UX researchers and designers at NCS Digital. He was instrumental in forming the UX team and built competencies in user research, design thinking, prototyping, and concept/usability testing. The team went on to spearhead digitalisation projects for Tan Tock Seng Hospital operations command centre, MOE pupil placement services, RSAF aircraft maintenance, and SAF ammunition logistics. Eugene and his team delivered positive business transformation outcomes i.e. productivity and efficiency gains, reduction in training and IT support costs, solution adoption, and user satisfaction. Eugene is passionate about connecting purpose, people, and process to deliver desired customer and business outcomes and empowers others to do the same.

Eugene received SCRUM training during his stint at Accenture Interactive and performed UX and business analyst roles in AGILE delivery projects for APL Logistics and Credit Suisse. He has over 10 years of experience in IT services as a consultant with NCS and Accenture. He started his career developing and executing digital marketing campaigns for Sony Pictures Television Networks and has 5 years of digital marketing experience.

Eugene has a Masters of Arts in Digital Management from Hyper Island (accredited by Teeside University, UK) and a Bachelor of Marketing and Media (2nd Upper Hons) from Murdoch University.

### Educational Qualifications/Professional Certifications

- Masters of Arts in Digital Management, Hyper Island (accredited by Teeside University, UK)
- Bachelor of Marketing and Media (2nd Upper Hons), Murdoch University
- Implement Design Thinking, Workforce Skills Qualification (WSQ)

## Academic and Professional Experience

- NUS-ISS – Senior Lecturer & Consultant, Digital Innovation & Design Practice
- NCS Digital – Principal Consultant, UX Strategy
- Accenture Interactive – Consultant
- NCS Portal City – Lead, Digital Strategy
- Sony Pictures Television Networks, Asia – Digital Marketing

## What I Teach

### DIGITAL INNOVATION & DESIGN

#### Innovation Bootcamp

### DIGITAL INNOVATION & DESIGN

#### Service Design

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